

REMARKS

Claims 1, 3-8, 10-18, 20, 22, and 24-29 have been amended in this Amendment B. Specifically, the claims have been amended to require the diaper to be a disposable diaper. Support for this amendment can be found in the instant Specification on page 1, lines 7-13 and lines 22-24. Claim 23 has been cancelled. Claims 1, 3-8, 10-18, 20, 22, and 24-29 will be pending upon entry of this Amendment B. Applicant respectfully requests reconsideration and allowance of all pending claims.

1. Double Patenting

The Office has stated that claims 20, 22, 24, and 27-29 will be objected to under 37 CFR 1.75 as being substantial duplicates of claims 3, 8, and 10-13, respectively, if the latter claims are found allowable. Applicant wishes to address this potential objection at a later time, specifically, when claims 3, 8, and 10-13 have been found allowable. If the Office has any questions or concerns, please contact Applicant's representative, Mr. Christopher M. Goff, at 314-621-5070.

2. Rejection of Claims 1, 3, 6, 8, 12, 14-17, 20, 22, 23, 25, 26, and 28 Under 35 U.S.C. §102(b)

Reconsideration is requested of the rejection of claims 1, 3, 6, 8, 12, 14-17, 20, 22, 23, 25, 26, and 28 under 35 U.S.C. §102(b) as being anticipated by Gabler (U.S. 5,481,758)

Claim 1, as amended herein, is directed to a method of advertising. The method comprises: selling space on a

disposable diaper to a sponsor; and placing an ad for a product other than disposable diapers **onto the disposable diaper.**

Claim 8, as amended herein, is directed to a system for generating advertising revenue comprising: a **disposable diaper**; and an ad for products other than disposable diapers placed **onto the disposable diaper.**

Claim 14, as amended herein, is directed to a method of promoting product purchases. The method comprises: placing a promotion relating to purchasing the product **onto a disposable diaper**; and selling the disposable diaper to a customer.

Claim 22, as amended herein, is directed to a system for promoting product purchases. The system comprises: a **disposable diaper**; and a promotion related to purchasing the products. The promotion is placed **on the disposable diaper.**

Gabler discloses a garment which carries a message in combination with a three-dimensional structure. More particularly, Gabler discloses an article of clothing having a reproduction of paper money, which appears to be protruding from the garment, to attract the attention of a viewer, and a message to be read by the viewer in close proximity to the paper money reproduction. The articles of clothing useful in Gabler can be

outer garments intended to be seen on the wearer in public, such as pocket tee shirts, button shirts, jackets, vests, pants, shorts, and jeans, as well as articles of clothing only normally seen in private, such as novelty children's sleep wear, novelty underwear such as bras, panties, boxer shorts, and night gowns.

Significantly, Gabler fails to disclose applying the paper money reproduction (or any other design or graphic) on a disposable diaper as required in Applicant's claimed invention. This is an important limitation of Applicant's amended claims 1, 8, 14, and 22, and a significant aspect of Applicant's claimed invention.

The Office apparently includes diaper with the articles of clothing and garments as disclosed in Gabler. Applicant respectfully disagrees with the Office as a disposable diaper, as required in Applicant's claimed invention, is not the same as an article of clothing such as a pocket tee shirt or underwear. Specifically, as well known in the art, disposable diapers typically include an absorbent pad, a bodyside liner material/liquid pervious topsheet, and a liquid impervious barrier layer/backsheet. (See, e.g., U.S. Patent Nos. 4,213,459; 6,162,961; 6,659,990; and 7,294,593). The backsheet or liquid impervious barrier layer, which is the material to

which the ad or promotion will be attached, is conventionally made of a breathable film material, and in many embodiments, will have micropores to allow for improved breathability (see, U.S. Patent No. 6,659,990). As such, the outer material of the disposable diaper will have specific characteristics that the system and user of the system must keep in mind and recognize prior to placing the ad or promotion onto the disposable diaper. Specifically, the method of adhering and/or attaching the ad or promotion to the disposable diaper in such a manner as to remain on the diaper for a sufficient time must be kept in mind. Articles of clothing or garments such as the pocket tee shirt of Gabler are not made of breathable films and, thus, the above-mentioned considerations need not be designed around. As such, Gabler simply fails to disclose a method or system of placing an ad or promotion onto a disposable diaper as required in Applicant's claims 1, 8, 14, and 22.

As stated in M.P.E.P. §2131, a claim is anticipated by a reference only if each and every element as set forth in the claim is found, either expressly or inherently described, in the cited reference. As noted above, Gabler fails to disclose each and every limitation of Applicant's claimed invention as Gabler fails to disclose or suggest placing an ad or promotion **onto a**

disposable diaper. As such, claims 1, 8, 14, and 22 are novel over the Gabler reference.

Claims 3-7 depend directly or indirectly from claim 1, and thus are novel over the Gabler reference for the same reasons as claim 1 set forth above, as well as for the additional elements they require.

Claims 10-13 depend directly or indirectly from claim 8, and thus are novel over the Gabler reference for the same reasons as claim 8 set forth above, as well as for the additional elements they require.

Claims 15-18 and 20 depend directly from claim 14, and thus are novel over the Gable reference for the same reasons as claim 14 set forth above, as well as for the additional elements they require.

Claims 24-29 depend directly from claim 22, and thus are novel over the Gable reference for the same reasons as claim 22 set forth above, as well as for the additional elements they require.

3. Rejection of Claims 4, 5, 7, 10, 11, 13, 18, 24, 27, and 29 Under 35 U.S.C. §103(a)

Reconsideration is requested of the rejection of claims 4, 5, 7, 10, 11, 13, 18, 24, 27, and 29 under 35 U.S.C. §103(a) as being unpatentable over Gabler in view of Iwamoto (WO 03/02496).

Claims 4, 5, 7, 10, 11, 13, 18, 24, 27, and 29 depend from claims 1, 8, 14, and 22, respectively, which are discussed above. Claims 1, 8, 14, and 22 are patentable over the Gabler reference for the reasons set forth above; that is, Gabler fails to teach or suggest placing an ad or promotion **onto a disposable diaper**. Iwamoto fails to overcome this shortcoming.

Specifically, Iwamoto discloses a jacket having two chest pockets, wherein the pockets have an advertisement displayed thereon. The back body of the jacket may also have an advertisement display portion, displaying a commodity, an event or the like. The advertisement(s) may be printed or embroidered directly on the jacket. Alternatively, the advertisement may be detachable from the jacket. Similar, to Gabler, Iwamoto fails to teach or suggest placing an ad or promotion **onto a disposable diaper**.

In order for the Office to show a *prima facie* case of obviousness, M.P.E.P. §2143 requires that the Office must meet

three criteria: (1) the prior art references must teach or suggest all of the claim limitations; (2) there must be some suggestion or motivation, either in the references themselves or in the knowledge generally available to one of ordinary skill in the art, to combine the references, and (3) there must be some reasonable expectation of success. An obviousness determination is not the result of a rigid formula disassociated from the consideration of the facts of the case. The common sense of those skilled in the art can demonstrate why some combinations would have been obvious where others would not. The Office has clearly failed to meet its burden under numbers (1) and (2) above, as the references, alone or in combination fail to teach or suggest each and every limitation of Applicant's claims 1, 8, 14, and 22 and further, there is no motivation or suggestion to modify the Gabler and/or Iwamoto references to arrive at Applicant's claims.

Specifically, as noted above, neither cited reference teaches or suggests the method of placing an ad or promotion onto a disposable diaper. At best, the references teach placing an ad on an article of clothing such as a pocket tee shirt or jacket. No where, however, is a disposable diaper having the features (e.g., breathable film material and/or micropores) as

well known in the art even mentioned. Furthermore, no where in the cited references is the recognition of designing the placement of the ad or promotion onto a breathable film material such as used on the outer layer of disposable diapers ever mentioned. As such, there is simply no reason to modify the Gabler and Iwamoto references to arrive at each and every limitation of Applicant's claimed invention.

Moreover, the common sense of one ordinarily skilled in the art would not have provided a reason to modify the cited references to arrive at Applicant's disposable diaper with an ad and/or promotion placed thereon as required in claims 1, 8, 14, and 22. Specifically, as noted above, disposable diapers include materials such as breathable film materials and/or micropores that are not used in articles of clothing and, as such, why would one skilled in the art be motivated to place their ad or promotion, used on a tee shirt or jacket, onto a disposable diaper? Based on the teachings of the cited references, there is simply no motivation to modify the cited references to arrive at Applicant's instant claims 1, 8, 14, and 22.

As the cited references fail to disclose each and every limitation of Applicant's claims 1, 8, 14, and 22 and, further,

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there is no motivation or suggestion to modify the references to arrive at each and every limitation of Applicant's claims, claims 1, 8, 14, and 22 are patentable over Gabler in view of Iwamoto.

Furthermore, as claims 4, 5, 7, 10, 11, 13, 18, 24, 27, and 29 depend directly or indirectly on claims 1, 8, 14, and 22, respectively, claims 4, 5, 7, 10, 11, 13, 18, 24, 27, and 29 are patentable for the same reasons as their respective independent claims set forth above, as well as for the additional elements they require.

Conclusion

In view of the above, Applicant respectfully requests favorable reconsideration and allowance of all pending claims. The Commissioner is hereby authorized to charge any fee deficiency in connection with this Amendment B to Deposit Account Number 01-2384.

Respectfully Submitted,

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